



# MISSION ADVANCEMENT INITIATIVES

Rural Advisory Council

June 28, 2019



# ACTION REQUESTED

No action is requested at this time. This item is for information and discussion only.

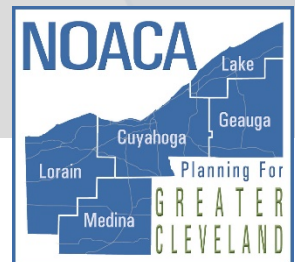
## PREVIOUS ACTION

No previous action on this topic.

# BACKGROUND

**The division of External Engagement and Public Affairs will support the Rural Advisory Council with the focus areas that were established and approved for 2019:**

- Advocacy and outreach for federal, state and local priorities**
- Public Engagement (including areas of Environmental Justice)**
- Reestablishing relationships with local officials and legislative representatives**



# BACKGROUND

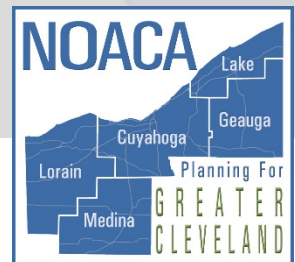
**An External Affairs Operating model has been developed to focus on several areas built around:**

- **Roles and responsibilities**
- **Leadership**
- **Organizational structure**
- **Communications, advocacy, public engagement and efforts to build stronger stakeholders relationships**

# BACKGROUND

The goals of the series is to create a platform where:

- Narrative and strategic messaging will be advanced through dialogued, content messaging;
- Used to inform and influence the Agency's views, roles and responsibilities as an MPO;
- The mission is to grow our stakeholder audience and create a following to increase NOACA's exposure and relationship building throughout the region.



# BACKGROUND

**Requesting the Rural Advisory Council to develop a working committee to assist NOACA with devising a plan of action to:**

- 1) Discuss how the RAC will help NOACA connect to the rural community;**
- 2) Discuss areas of growing the rural economy and leveraging transportation networks to markets and farms;**
- 2) Provide direction to facilitate ongoing engagements;**
- 3) Elevate our position and priorities.**





A blue tractor with a dark trailer is driving on a paved road that stretches into the distance. The landscape is flat with green fields on the left and a mix of green and brown fields on the right. The sky is filled with large, grey, dramatic clouds.

# BRAINSTORMING

 **LOCATION**

**NOACA Offices  
Conference Call**



# GOALS

**HAVE A PURPOSE**

**LEVERAGE OUR NETWORK**

**MAINTAIN ONGOING COMMUNICATION**





**PROVIDES GUIDANCE AND SUPPORT**

**BRIDGE NEW IDEAS AND STRATEGIC INITIATIVES**







**PROVIDES STRONGER LINK WITH BOTH LOCAL AND NATIONAL COMMUNITIES**



# **BUILD PARTNERSHIPS**

**Support Legislative Needs**

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**Help NOACA deliver mission and strategic plans to their network**

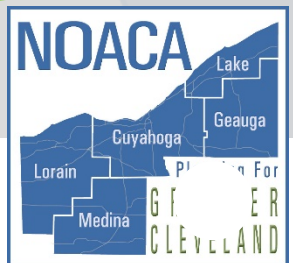
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**Create Opportunities for partnerships**



- **Rural Development Innovation Center**
- **Rural Economic Development and Planning**
- **Transportation Infrastructure Investment**

**U.S. Secretary of Agriculture, Sonny Perdue**



# FINANCIAL IMPACT

**There are no financial impacts.**



# NEXT STEPS



July

MEETING  
IN PROGRESS

**BAC Working  
Meeting**

August



**Set Agenda for RAC  
Discussions**

September



**Leverage  
Network/Introduce  
Detail Plan**

October



**Ongoing  
Communications/  
An Event to Support  
Agenda/Plan**

# DISCUSSION



NOACA will **STRENGTHEN** regional cohesion, **PRESERVE** existing infrastructure, and **BUILD** a sustainable multimodal transportation system to **SUPPORT** economic development and **ENHANCE** quality of life in Northeast Ohio.

